

# STEP 08:

## Tallying Our Success



As always, we'd like to try to measure our success with this *I Found It In The Archives!* campaign. To that end, we ask that you track, to the best of your ability, the numbers that indicate what you achieved:

- How many people did you “touch” directly with your information through your database of users and others?
- Number of entrants.
- Number of hits on your website page dedicated to the contest.
- Number of votes cast.
- Number of media impressions. (This is measured by the circulation of the print media or the audience of the broadcast outlet. You can Google a question such as “circulation of XYZ newspaper” or “audience of XYZ program on channel X” and will almost always wind up with current information for a specific news outlet.)
- Any other statistics that you can collect.

Please collect these numbers as you go along so that when you receive a survey from SAA headquarters, you can easily fill in the blanks and we can see what kind of impact this campaign has had.

We're hoping for a large and enthusiastic turn-out for this campaign to raise awareness of the value of archives and archivists. Thank you in advance for participating!

**Acknowledgements:** SAA gratefully acknowledges the following sources of images used in this kit:

Cover: Archivist Martha Briggs (left) helps Liesl Olson find “it” – diaries, letters, and photos of Fanny Butcher (1888-1987), the longtime literary editor of the *Chicago Tribune* – in the archives at the Newberry Library in Chicago.

Page 3: “Woman creating map of United States showing states and counties” (August 1922), LC-DIG-npcc-23258, courtesy of the Library of Congress, Prints and Photographs Division.

Page 4: “Jo Veal, 219 Park Street, Lindale, Georgia” (Lewis Wickes Hine [1874-1940], photographer, April 1913), LC-DIG-nclc-02796, courtesy of the Library of Congress, Prints and Photographs Division.

Page 5: “Full-length portrait of an African American woman seated holding an African American infant” (A.D. Jaynes, photographer, created between 1860 and 1870), LC-DIG-ppmsca-11042, courtesy of the Library of Congress, Prints and Photographs Division.

Page 9: “Inter city beauties, Atlantic City Pageant, 1925” (Atlantic Foto Service, 1925), LC-USZ62-125527, courtesy of the Library of Congress, Prints and Photographs Division; letter to Louisiana Division/City Archives, New Orleans Public Library.

Page 11: Journalist and author Cokie Roberts, who serves as vice president of the Foundation for the National Archives, moderates a panel of distinguished speakers who discuss their favorite discoveries within the National Archives’ holdings, October 2, 2009. Accessed at <http://www.youtube.com/watch?v=6tBFzEbNO2o>